

BENSON & HEDGES 100's THE B&H HOSPITALITY SUITE

: 1995 Event Program Overview

**: Other Premium Brands Staff Meeting
: October 11, 1994
:**

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The B&H Hospitality Suite AGENDA

- **Strategy Overview**
 - **The Program**
 - **The Tampa Test**
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The B&H Hospitality Suite "EMPATHY" STRATEGY

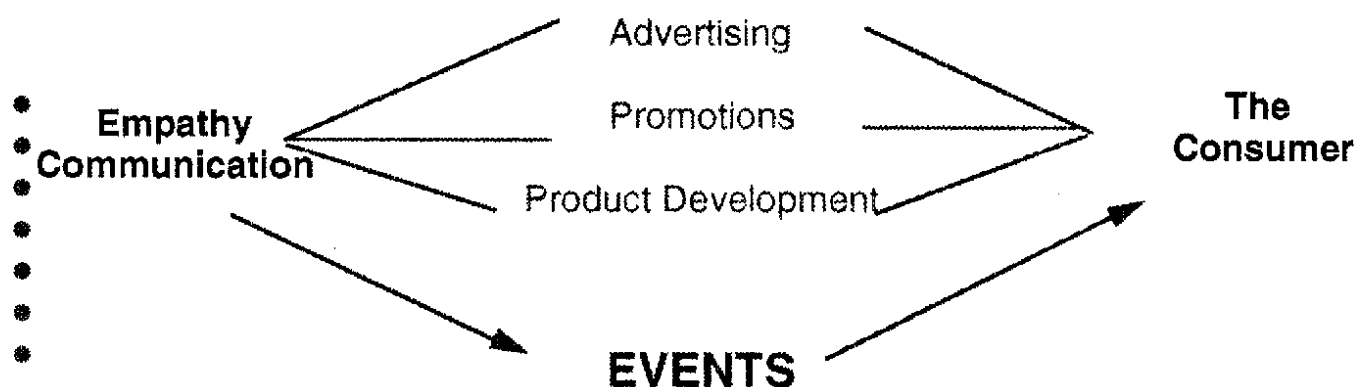
Positioning:

- Benson & Hedges understands the societal
- pressures and constraints placed upon
- smokers in the 1990's. (Empathy)
-
-
-

Strategy:

- Convince 100's consumers that smoking B&H
- 100's is worth the societal hassles surrounding
- smoking because of its great quality taste.
-
-

The B&H Hospitality Suite "EMPATHY" COMMUNICATION



BENEFIT

Consistent/reinforced brand positioning across all
vehicles results in

THE CONSUMER HEARING ONE MESSAGE

The B&H Hospitality Suite

THE CREATIVE CHALLENGE

The Program Objective:

- To create a program designed to build and
- further leverage the current empathy brand
- message into a UNIQUE premium brand
- positioning by establishing a HIGHLY VISIBLE
- and PROPRIETARY presence in specific
- markets through a FOCUSED MODULAR
- program.

The B&H Hospitality Suite

THE STRATEGY

1995 Brand Strategies:

- > Extends the empathy positioning into a program that is "uniquely Benson & Hedges".**
- > Generates new quality names for the Benson & Hedges consumer database.**
- > Provides opportunities for trial.**
- > Generates support among trade and FSF.**
- > Increase sales of B&H 100's units.**

The B&H Hospitality Suite

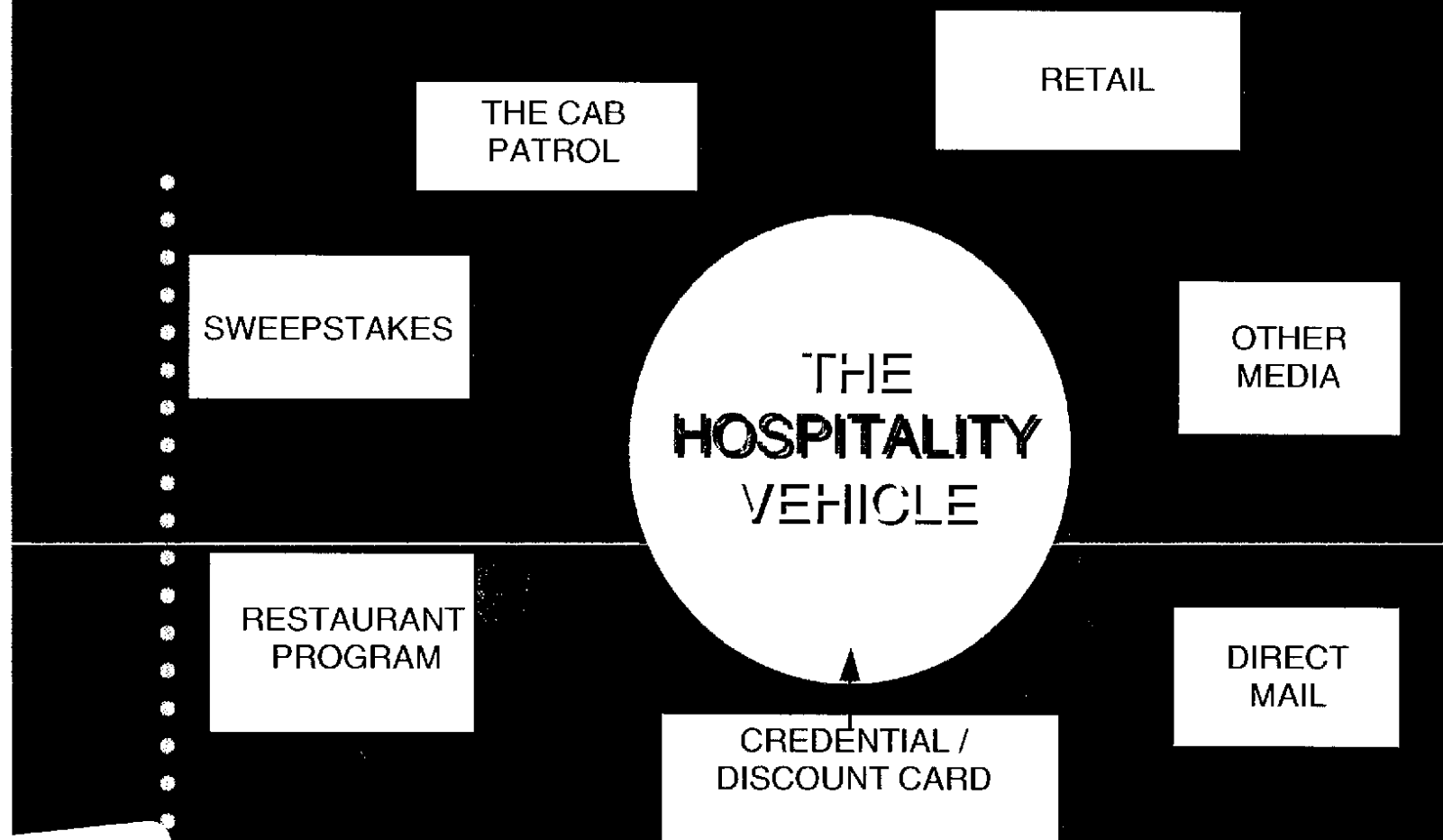
THE CREATIVE SOLUTION

- The Program Tactic:

- Benson & Hedges will provide consumers with
- hospitality suites throughout key markets by
- maintaining both a major presence at planned
- events as well as hosting special B&H
- hospitality suite appearances and activities
- during a four to seven week stay within a
- specific market.

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The B&H Hospitality Suite Program: MODULAR PROGRAM -



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The B&H Hospitality Suite

Program: **THE HOSPITALITY SUITE**

Double Decker busses customized with Benson & Hedges branding serve as mobile hospitality centers for smokers. The B&H Hospitality Suite offers smokers a cafe-type atmosphere where they can get away to enjoy a cigarette, a cup of coffee and musical entertainment.

- **Activities:** > Name Generation
- > Switch Selling

- **Venues:** Kick-off = Major Festivals
- Weeks 2 - 7 = Roving Icon

- **Benefits:** Equity Reinforcement:
- > High level of visibility
- > Reinforces "The Length You Go To ..."

The B&H Hospitality Suite Program: THE CAB PATROL

Convertible taxis travel to where smokers congregate.
Samplers accompany the cab.

- Activities: > Name Generation
- > Switch selling
- > Reward B&H smokers

• Venues: Where smokers are found

• Schedule: Weeks 2 - 7

• Benefits: Equity Reinforcement:

- > Smoker (B&H) is the hero
- > Extends visibility
- > Name Generation

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The B&H Hospitality Suite Program: SWEEPSTAKES

A sweepstakes program will reward participants nightly with "Night on the Town" / local event tickets. Grand sweepstakes will be held at the end of the seven week program. Entries for both will be completed smoker surveys.

- Activities: > Name generation
- > Reward event participants
- Venues: Hospitality Suite & Cab Patrol
- Schedule: The entire length of the program

• Benefits: Equity Reinforcement:

- > Smoker is the hero
- > Extend visibility
- > Name generation

The B&H Hospitality Suite

Program: RESTAURANT EXT.

B&H activities will take place at selected restaurants in the locale during the program. These activities are designed to reward the smoking section consumers.

- Activities: > Consumer receives free coffee/tea for completing name generation card.
- > B&H sponsored music
- > POS material
- Schedule: Weeks 2 - 7 --> One night per week per venue

- Benefits: Equity Reinforcement:
- > The smoker is the hero
- > Extends visibility
- > Name generation

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The B&H Hospitality Suite Program: DIRECT MAIL

A direct mail piece will be sent to Benson & Hedges and competitive 100mm smokers.

- Elements: > Provide the program schedule
- > Reward smokers with free entry to event and T-shirt for visiting hospitality suite.
- > Reward smokers with credentials discount card
- Schedule: Mailed at least 6 weeks prior to entry into a market.
- Benefits: > Communicates details about the program
- > Extends visibility
- > Generates excitement toward the program
-

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The B&H Hospitality Suite Program: CREDENTIALS CARD

A B&H Credentials/Discount card will be included in the direct mail piece. The card will also be given to smokers at the Hospitality Suite throughout the program to those who complete a smoker survey.

Activities: **Suggested discounts:**

- > All program participating venues
- > Theaters - play and concerts
- > Local attractions

Benefits: **Equity Reinforcement:**

- > **Smoker is the hero / Gains the benefit**
- > **Extends visibility**
- > **Name Generations (via Hospitality suite)**

The B&H Hospitality Suite Program: RETAIL

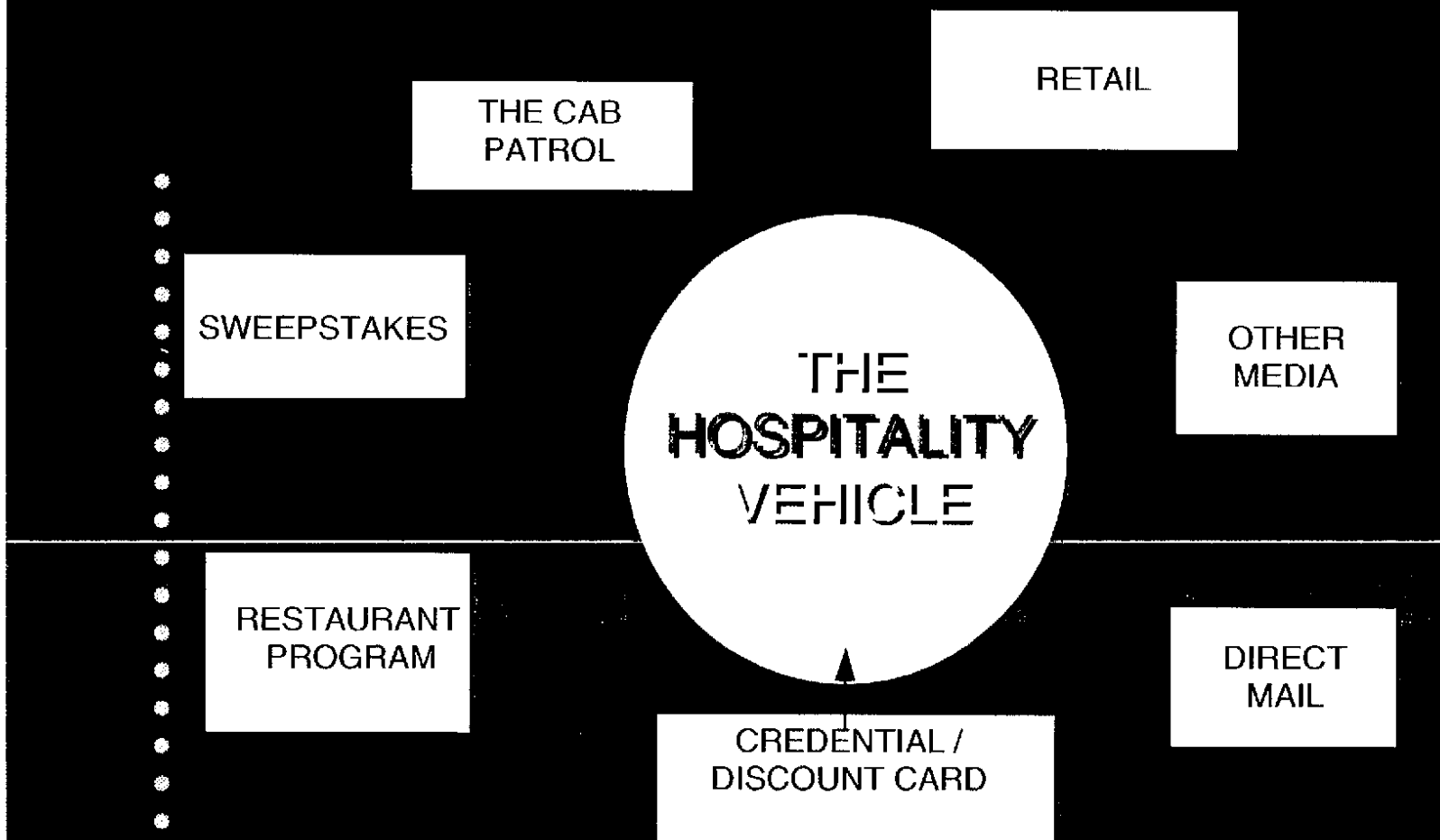
The retail arm of the program will include a "Take One" brochure detailing locations and activities for the entire program.

- **Activities:** > Draw attention to the program.
- > Inform consumer of program's activities.
- > Motivate consumer to participate.
- **Schedule:** At least 2 - 4 weeks prior to program's entry
- into the market and running through as much
- of the seven week program as possible.
- **Benefits:** > Communicates details about the program.
- > Extends visibility.
- > Generates excitement.
-
-

The B&H Hospitality Suite Program: OTHER MEDIA

- PR, ROP, FSI and local print advertisements will round out the exposure of the Hospitality Suite program. In each market, specific PR opportunities (i.e., named entertainment featured during the Kick-Off event) will be capitalized upon.
- **Activities:** > Announce kick-off event and details
- **Venues:** > All print advertising within market
- > ROP/FSI programming
- > PR Mix
- **Schedule:** Immediate follow-up to direct mail drop
- **Benefits:** > Communicates details about the program
- > Extends visibility
- > Generates excitement

The B&H Hospitality Suite Program: MODULAR PROGRAM -



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The B&H Hospitality Suite Program: **TIMELINE** - 1995

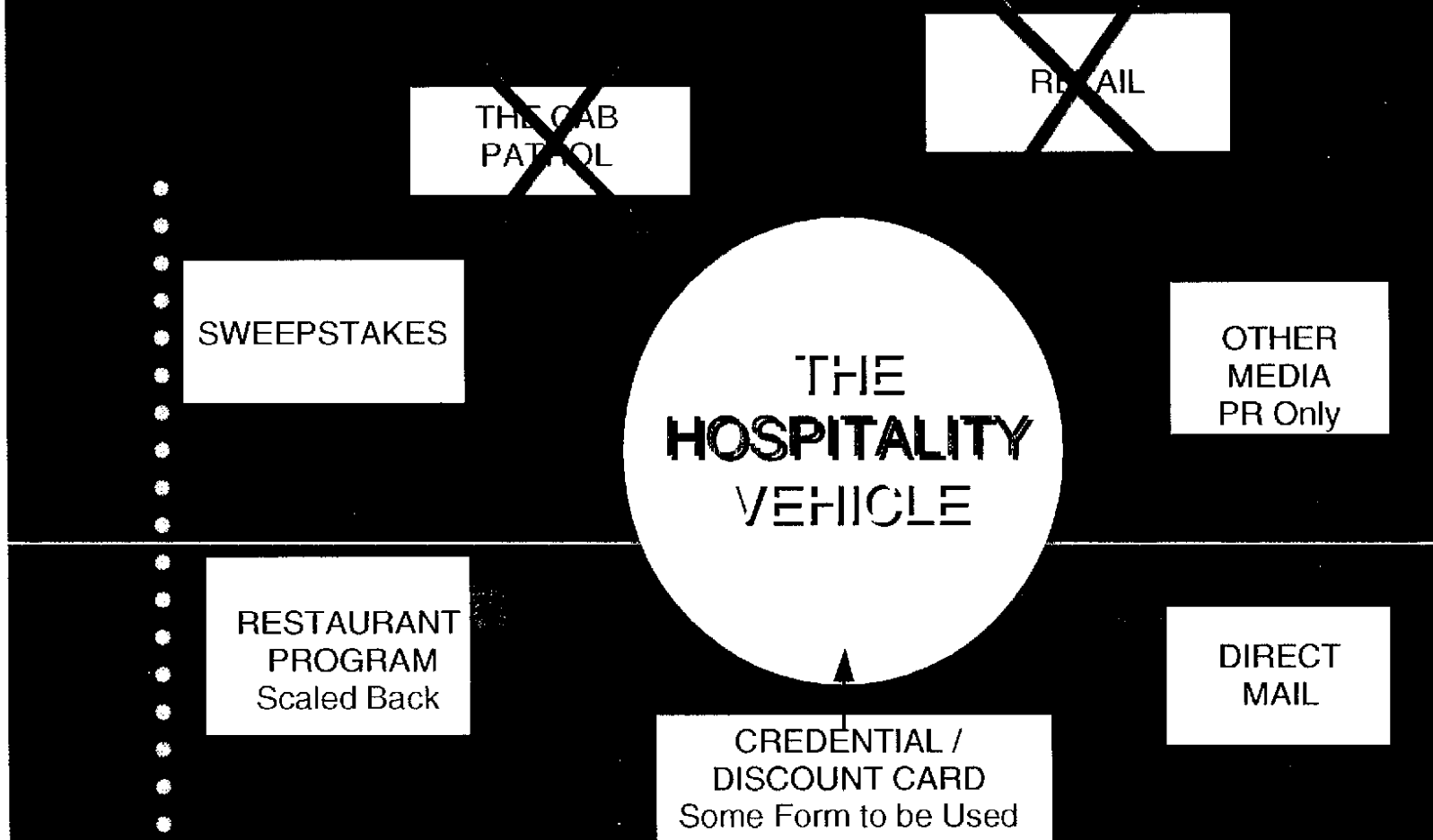
JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.
	TEST: Tampa						
			Houston				
				Miami			
					Los Angeles		
						TBD: SF, Dallas, San Antonio	

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The B&H Hospitality Suite TEST PROGRAM - Logistics

- **Where:** Tampa / St. Petersburg
 - **When:** February 1995
 - **What:** Florida State Fair - Kick-off
 - Scaled back version of program
-

The B&H Hospitality Suite Program: MODULAR PROGRAM -



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1. *Pharmaceutical industry* – The pharmaceutical industry is the largest of the three industries, with sales of \$10.5 billion in 1997. It is the only industry that has not experienced a decline in sales since 1990. The industry is dominated by a few large firms, with the top five firms accounting for 40% of sales. The industry is highly competitive, with many firms competing for market share. The industry is also highly regulated, with the FDA overseeing the approval of new drugs.

RATIONALE:

- [illegible]

BENSON & HEDGES 100's
Event Program 1995

AGENDA

- Empathy Strategy
- Event Program
 - Objective
 - Strategy
 - Tactic
 - Program Elements
- Timetable
- Financials

Simplify ^{business} to provide
pleasant
smoking
environment / sampling / direct mail
program

Logistics
to take smaller ml
than Tampa to
get read on "BOS"

- careful \$ spending
to get people to come

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Benson & Hedges "Empathy" Strategy

Objective:

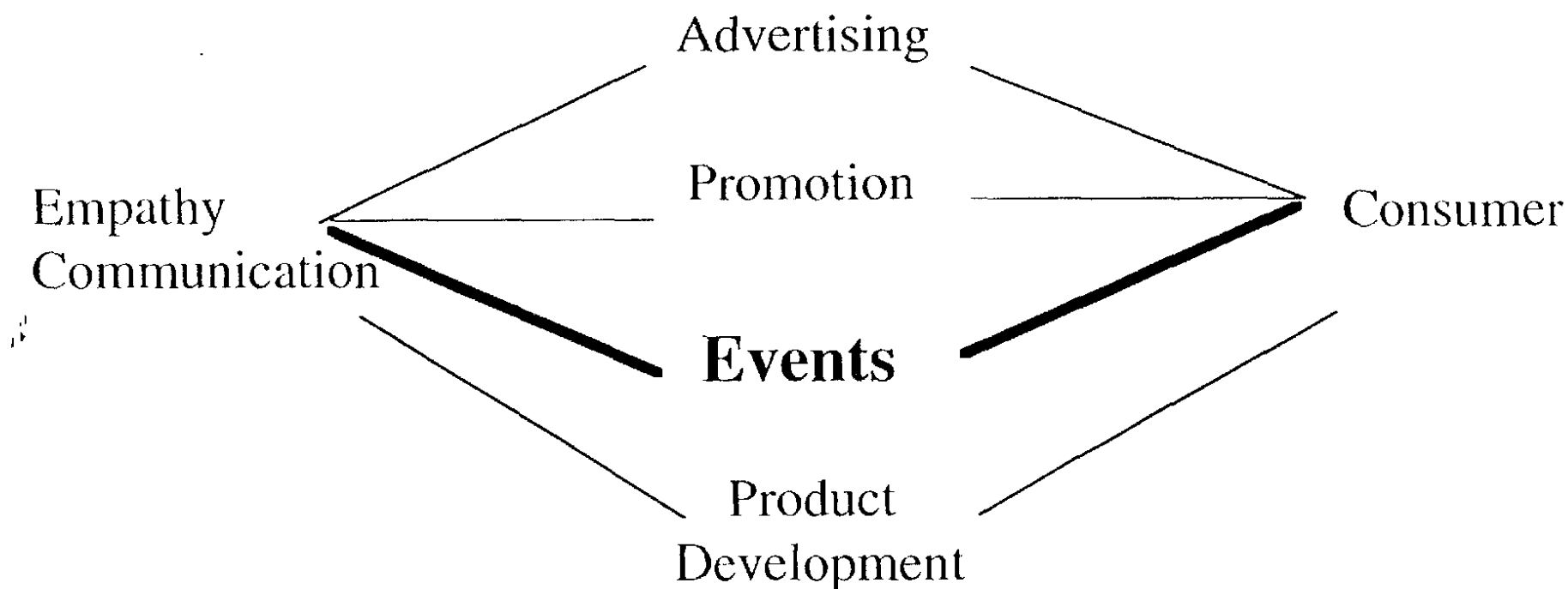
- B&H ownership of "Empathy" positioning

Strategy:

- Integrate "Empathy" in all elements of consumer communication (commencing April, 1994)

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BENSON & HEDGES



- Consistent /reinforced brand positioning across all vehicles
resulting in
consumer hearing one message

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BENSON & HEDGES 100's
Event Program 1995

Objective:

Reinforce and heighten the awareness of Benson & Hedges Empathy positioning.

Strategy:

- Bring the "Empathy" positioning to life
- Program versus singular event

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Tactic:

- Provide smokers with a smoking oasis
 - Pleasurable environment to enjoy a cigarette ("The Length You Go to For Pleasure")
 - The smoker is the hero
- Integrated consumer communication
 - Direct
 - Media
 - Retail
 - PR
- Program duration lasts 7 weeks
 - Multiple consumer touchpoints

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BENSON & HEDGES 100's

Event Program 1995

Oasis Vehicles

Double decker busses customized with Benson & Hedges branding serve as hospitality oasis for smokers at locations which prohibit smoking. B&H offers smokers a cafe-type atmosphere where they can get away to enjoy a cigarette, a cup of coffee and musical entertainment.

Activities:

- Name Generation.
- Switch Selling

Venues:

Kick-Off (Week 1) Major Festivals - Begins the program in each market

Weeks 2-7 Roving Icon
 Downtown areas during lunchtime
 Stadiums
 Theater
 Local Fair/Street Festivals
 Amphitheaters
 Concert Halls

Appearance: Vehicle: Customized with B&H logos, customized stereo system, performance area on top for bands.

Area: Specialized awning for double decker accommodates the hospitality area, cafe-style tables and chairs, branded flags for the top of the bus, area fencing, banners and signage.

Benefits:

Equity Reinforcement:

- High level of visibility
- Reinforces the positioning line - "The Length You Go To For Pleasure"
- Name Generation

etc.

1. Perish

2. All outside
 don't make
 (Big thing of place to
 smoke where can't!
 3. Capped of communication

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BENSON & HEDGES 100's
Event Program 1995

- Cab Patrol:

Convertible taxis (replicate Ad's vehicle) travel to where smokers congregate. Samplers accompany the cab.

Activities:

- Name Generation
- Switch Sell
- Reward B&H smokers

Venues: Where smokers are outside
Office buildings
Theater district intermission
Accompany Oasis Vehicle where appropriate

Schedule: Weeks 2-7

Benefits: Equity Reinforcement
→ Smoker (B&H) is the hero
→ Extends visibility
→ Name Generation

(omit w/ restrictions)

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BENSON & HEDGES 100's

Event Program 1995

- Sweepstakes

A sweepstakes program will reward participants nightly with "Night on the Town"/Local event tickets. Grand sweepstakes will be held at the end of the seven week program. Entries for both these events will be through completed smoker surveys.

Activities:

- Name generation
- Reward event participants

Venues: Oasis Vehicle
Cab Patrol

Schedule: The entire length of the program

Benefits: Equity Reinforcement

- Smoker is the hero
- Extends visibility
- Name generation

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BENSON & HEDGES 100's
Event Program 1995

- B&H Restaurant Extension

B&H activities will take place at selected restaurants in the locale during the program. These activities are designed to reward the smoking section consumer.

Activities & Appearance: Consumer receives free coffee/tea for completing name generation card B&H sponsored music will visit restaurant's smoking section
POS material - B&H check carriers, wait aprons, ashtrays, matches, lighter for waiter

Schedule:

Weeks 2 -7:

One night per week per venue

Benefits:

Equity Reinforcement:

- The smoker is the hero
- Extends visibility
- Name Generation

Restaurant Owner Benefits:

- Incremental exposure via direct mail and local media
- Increased traffic
- Opportunity to take part in Oasis Vehicle event
- Opportunity for repeat traffic via sweepstakes

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BENSON & HEDGES 100's

Event Program 1995

- B&H Credentials/Discount Card

A B&H Credentials/Discount card will be included in the direct mail piece. This card will also be given to smokers at the Oasis Vehicle, throughout the program period, who complete a smoker survey.

Activities: Suggested discounts:

- Local video stores
- Theaters - plays and concerts
- Local attractions - amusement parks, miniature golf
- All program participating venues - restaurants, amphitheaters, stadiums
- Smoker-friendly spas/salons

Distribution : Direct mail
Oasis Vehicle

Benefits: Equity Reinforcement

- Smoker is the hero / Gains the benefit
- Extends visibility
- Name generation (via oasis vehicles)

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BENSON & HEDGES 100's

Event Program 1995

- Direct Mail Extension

Direct mail piece will be sent to Benson & Hedges and competitive 100mm smokers.

Elements:

- Provide the seven week program schedule
- Reward smokers with free entry to event and t-shirt for visiting Oasis Vehicle
- Reward smokers with credentials discount card

Audience: B&H and competitive consumers housed on the database

- 90M circ.

Schedule:

- Mailed at least 6 weeks prior to kick-off event in market.
- Anticipated receipt by consumer 2-4 weeks prior to entry into market.

Benefits:

- Communicates details about the program
- Extends visibility
- Generates excitement toward the program

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BENSON & HEDGES 100's Event Program 1995

- Retail Extension

Retail program will include a "Take One" piece with brochure detailing locations and activities for the entire program - i.e., oasis vehicle, restaurant program.

Activities:

- Draw attention to the program.
- Inform consumer about the entire program's activities.
- Motivate consumer to participate in program at some level.

Venues: Retail outlets

Schedule: At least 2-4 weeks prior to program's entry into the market. Will run through as much of the seven week program time frame as possible.

Benefits:

- Communicates details about the program
- Extends visibility
- Generates excitement toward the program

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BENSON & HEDGES 100's Event Program 1995

- Other Media

ROP/FSI and local print advertisements will feature the Oasis Vehicle and B&H Club/Cafe program. In each market, specific PR opportunities (ie. named entertainment featured at the Oasis Vehicle) will be capitalized upon.

Activities:

- Announce kick-off event and where to find detailed information on entire seven week program
- Build excitement in the market around the program

Venues:

- All print advertising within market
- ROP/FSI programming
- PR Mix

Schedule: Immediately follow-up as second wave to direct mail

Benefits:

- Communicates details about the program
- Extends visibility
- Generates excitement toward the program

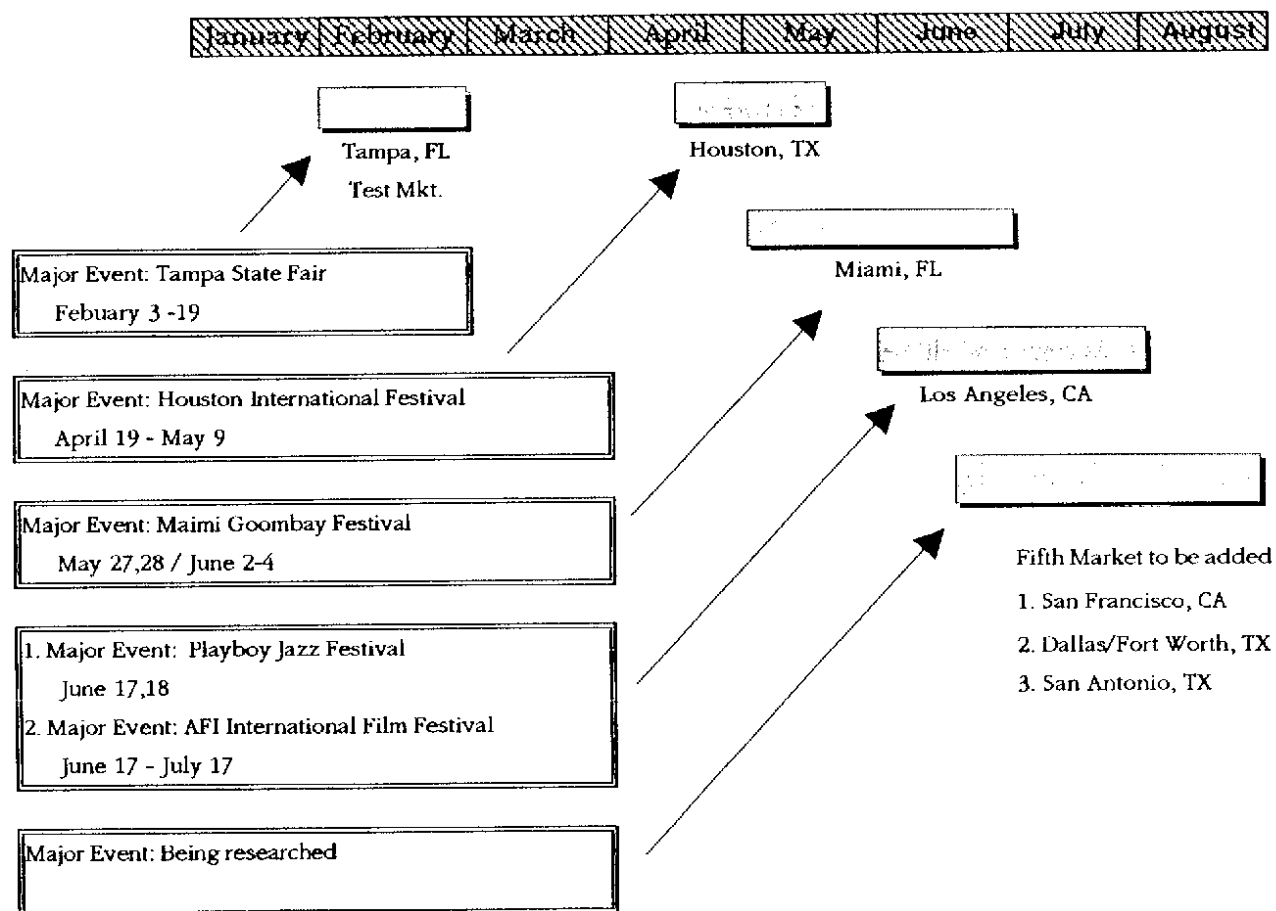
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BENSON & HEDGES 100's

Event Program 1995

Program Timeline



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BENSON & HEDGES 100's

Event Program 1995

Timetable

Week One	Oasis vehicle establishes in -market presence by tying into high visibility event - weekend only
Week Two	Restaurant program begins Cab patrol begins Oasis vehicle continues
Week Three	All phases active
Week Four	All phases active
Week Five	Oasis vehicle leaves market Cab patrol continues Restaurant program continues
Week Six	Restaurant program continues Cab patrol begins
Week Seven	Restaurant program ends Cab patrol end.

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BENSON & HEDGES 100's
Event Program 1995

Week 1

Tuesday	Bus arrives in-market
Wednesday	Bus drives throughout market establishing initial visibility
Thursday	Bus and hospitality area set-up at event
Friday	Oasis Vehicle area begins Evening entertainment featured - small local band
Saturday	Oasis Vehicle area continues Name entertainers featured
Sunday	Same as Saturday

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BENSON & HEDGES 100's
Event Program 1995

Week 2-7

Monday	Bus has down day Restaurant program begins - lunch (if applicable) and dinner Cab patrol begins
Tuesday	Restaurant program continues Cab Patrol Continues - 11:00am - 3:00pm Evening - Bus to sports stadium lot.
Wednesday	Restaurant program continues - Sampling begins in restaurants Cab patrol to different location in market - 11:00am - 3:00pm Evening - Cab takes winning consumer from weekend sweeps to scheduled event
Thursday	Restaurant program continues - Solo artist in select rest. / Sampling continues Cab patrol new venue - 11:00am - 3:00pm Evening - Cab takes winning consumer from weekend to sport event
Friday	Restaurant program continues - Solo artists at different restaurants / Sampling cont. Bus sets-up at weekend event - Evening entertainment featured - local band Cab patrol continues at new venue
Saturday	Restaurant program continues - Two to three solo artists - Sampling cont. Bus and Cab Patrol continue - Afternoon entertainment featured - local band
Sunday	Restaurant Program continues - Two to three solo artists - Sampling cont. Bus and Cab Patrol continues - Afternoon entertainment featured - local band

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BENSON & HEDGES 100's
Event Program 1995

Financials

Budget Summary:

Total Budget:	\$2,000,000
	- <u>282,300</u> (One Time Cost For Primary Vehicles)
	\$1,717,700 (Remaining Per Market Allocation)
Cost Per Market:	\$1,717,700/5 Markets = \$343,540 Per Market.

- * Execution of the B&H Smoker Accomodation Program will be focused in Florida, California, and Texas.
- *** This provides a worse case scenario in which the busses are purchased. Third-party lease quotes are not avialable at this time

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BENSON & HEDGES 100's
Event Program Test - Tampa
Executive Summary

Theme:

"Club B&H" or "Cafe B&H"

Concept:

Provide opportunity for Benson & Hedges to establish highly visible and proprietary presence in target markets through a focused modular program designed to bring the empathy positioning to life.

Objective:

Reinforce or heighten the awareness of the Benson & Hedges empathy positioning.

Strategy:

- Extend the empathy positioning in to a program that is "uniquely Benson & Hedges".
- Generate new names for the Benson & Hedges consumer database.
- Provide opportunities for trial
- Increase sale of Benson & Hedges 100's units.
- Generate support among trade and retail.

Tactic:

Provide both franchise and competitive smokers with a smoking oasis.

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BENSON & HEDGES 100's

Event Program Test - Tampa

Executive Summary

Program Elements:

- **Hospitality Vehicles:**

Double decker busses customized with Benson & Hedges branding serve as hospitality oasis for smokers. Club/Cafe B&H offers smokers a cafe-type atmosphere where they can get away to enjoy a cigarette, a cup of coffee and musical entertainment.

Benefits:

- Insures a high level of visibility.
- Reinforces the positioning line - "The Length You Go To For Pleasure".

Venues :

Kick-Off (Week 1) Major Festivals - Begins the program in each market

Weeks 2-7 Downtown areas during lunchtime
Stadiums
Theater
Local Fair/Street Festivals
Amphitheaters
Concert Halls

Appearance: *Vehicle:* Customized with Club/Cafe B&H logos, customized stereo system, performance area on top for bands.
Area: Specialized awning for double decker accommodates the hospitality area, cafe-style tables and chairs, branded flags for the top of the bus, area fencing, banners and signage.

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BENSON & HEDGES 100's

Event Program Test - Tampa

Executive Summary

- **B&H Supper Club Extensions: (Weeks 2 - 7)**

Club/Cafe B&H sampling activities will take place at selected supper clubs and restaurant/bars in the locale during the program. These activities include merchandising, sampling, surveying and consumer and wait staff giveaways via contests and drawings.

Benefits:

- Makes the smoker the hero
- Extends visibility
- Provides Fun

Venues & Schedule: Begins the week following the hospitality vehicle's Major Festival. Targeted night will be Wednesday, Thursday, Friday, Saturday and Sunday

Work with club and restaurant owners of 8 to 12 establishments at a minimum.

Activities & Appearance:

- Sampling &/or couponing, name gen and merchandise giveaways
- Live B&H "unplugged" trios/groups
- Table tent survey program enters into sweepstakes.
- Wait staff incentive program
- POS material - B&H bill folds, wait aprons, ashtrays, lighter for waiter.
- Other signage utilizing Club/Cafe B&H.

Restaurant Owner Benefits

- Incremental exposure via direct mail and local media
- Increased traffic
- Opportunity to take part in hospitality vehicle event
- Opportunity for repeat traffic via sweepstakes

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BENSON & HEDGES 100's

Event Program Test - Tampa

Executive Summary

- **Retail Extensions:**

At retail, consumers will receive special on-pack/carton items that relate to the overall program. Additionally, consumers will receive information on Club/Cafe B&H activities ties ... where to find them.

- **Print Media/Direct Mail:**

The final element to program mix includes a local print and direct mail campaign which informs the consumer of Club/Cafe B&H and drives them to the events. For B&H franchise consumers a credentials card which provides opportunity for preferential treatment at event and during entire program will be included in direct mail piece.

NEXT STEPS:

Test the Club/Cafe B&H program

Location: Tampa/St. Petersburg, FL

Timing: February/March 1995

Projected Budget: \$340M

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BENSON & HEDGES 100's 1995 "...PROGRAM NAME..."

Program Concept

The 1995 Benson & Hedges "PROGRAM NAME" is designed to build and further leverage the current empathy brand message into a unique premium brand positioning by establishing a highly visible and proprietary presence in target markets through a focused modular program.

Program Objective

The "PROGRAM NAME" supports the brand's objective of enhancing the awareness of B&H's empathy positioning by providing a consistent/reinforce brand message across multiple marketing vehicles; specifically event sponsorship, direct mail, retail and POS.

Program Strategy

The program supports the following brand strategies:

- ☛ Extend the empathy positioning into a program that is "uniquely Benson & Hedges".
- ☛ Generate new quality names for the Benson & Hedges consumer database.
- ☛ Provide opportunities for trial.
- ☛ Generate support among trade and retail.
- ☛ Ultimately, bring about increased sales of B&H 100's units.

Program Tactic

Benson & Hedges will provide consumers with hospitality centers throughout targeted markets by participating in planned events within the market as well as hosting special B&H hospitality center appearances and activities during a four to seven week stay within the market.

Program Markets

☛ Tampa ☛ Miami ☛ Houston ☛ Los Angeles ☛ TBD- San Fran. / Dallas / San Antonio

BENSON & HEDGES 100's 1995 "...PROGRAM NAME..."

Program Elements - Full Blown Program

- **Hospitality Vehicles:** Double decker busses customized with Benson & Hedges branding serve as mobile hospitality centers for smokers. "PROGRAM NAME" offers smokers a cafe-type atmosphere where they can get away to enjoy a cigarette, a cup of coffee and musical entertainment. B&H hosts/hostesses (samplers) will be on hand to sample, survey, serve beverages, conduct prize drawings, etc.
 - Insures a high level of visibility
 - Reinforces positioning line .."The Length You Go To For Pleasure"
- **Venues/Activities:** Appearances are to be scheduled at major local events including stadiums, concert halls, amphitheaters, major festivals, fairs, etc. ... beginning with a Kick-Off event. Additional appearances will be scheduled at local venues including shopping malls, major lunch time sites, major congregation places ... wherever feasible.
- **Restaurant Accommodation Program:** "Program Name" activities will extend into selected restaurants within each market. Sponsored entertainment for the smoking section patrons, B&H negotiated discounts, and surveying will be the highlights of this arm of the program.
 - Makes the smoker the hero
 - Provides fun
 - Extends visibility
- **Direct Mail Support:** The program will be announced to the market via direct mail pieces sent to both franchise and competitive smokers. Program activity schedules as well as coupons and/or discounts will be offered to drive consumer to at the least the Kick-Off event.
- **Retail Extensions:** At retail, consumers will receive special on-pack / carton items that relate to the overall program. Additionally, consumers will be able to pick-up information on "PROGRAM NAME" activities ... where to find them.
- **Local Media:** PR opportunities, print advertising, and ROP/FSI programming will all be used to make a major splash in the market before and during the time the program is in market.
- **Sweepstakes:** Nightly drawing at the hospitality vehicles will be held throughout the program with a grand prize sweepstakes built around a major concert event within each market.

BENSON & HEDGES 100's 1995 "...PROGRAM NAME..."

Program Test

Where: Tampa/St. Petersburg

When: February 1995

What: Kick-Off Event ➡ Florida State Fair

Scaled-back version of program will include:

- Double decker busses (hospitality vehicles)
- Restaurant Accommodation Program - Rest. featured at busses only (No activities at restaurants)
- Direct mail
- Local Media - PR only
- Sweepstakes

Why ... Tampa: Ranks as number 7 B&H Market - SDI = 172

February: Allows plenty of time to fine tune program for major market roll-out during Summer '95

State Fair:	Large audience	Total attendance = 1.3+ MM During first weekend = 455M
	Demographics:	74% 21-50 years of age. 83.4% are year round FL residents. Average income \$20,000 - \$60,000

Scaled-back: Need to confirm uniqueness and consumer interest level in hospitality center idea.

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Chris ← 1294 →

GMR
M A R K E T I N G

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BENSON & HEDGES 100's

Brand Essence

B&H is the quintessential 100mm cigarette.

B&H's **premium quality**, 100mm length and smooth taste make it the "gold standard" for those smokers in pursuit of a higher quality smoking experience. The style and sophistication of the brand is a badge - an icon of success, accomplishment and "having made it" as defined by the smoker. While having a degree of elegance, B&H also has a sense of humor. Its personality has a wit that prohibits the brand from taking itself too seriously.

Event Strategy

Convince 100's smokers

That B&H is the best 100mm you can smoke

Because not only does B&H make the pleasure of smoking worth the societal hassles smokers face today **BUT** B&H understands how to make your life as a smoker more pleasurable.

- The event strategy takes the advertising **POSITIONING** and modifies it to focus on positive, tangible rewards of being a B&H smoker while still retaining empathy communication. The event should provide B&H the opportunity to deliver the **POSITIONING** in a way that smokers can see, hear, and touch.

Audience Discussion

Demographics:

- B&H has uniquely diverse audience for a brand of its size.
 - White 68%
 - African American 23%
 - Hispanic 8%
 - Other 1%

Source: PM Smoker Tracking - 1993

- Skews female (2/3).
- Strong alternate lifestyle contingent

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Demographics - con't.

- B&H smokers tend to be slightly more sophisticated and upscale than the average smoker.
 - 57% has some college (index 144)
 - 52% household income over \$30K (index 122)

Source: PM Smoker Tracking - 1993

- The franchise is aging.
 - Median age today is 43.2 vs. 41.3 five years ago

Age	1988	1993
18-24	9.3%	5.7%
25-34	25.0%	19.1%
35-44	21.3%	28.0%
45-54	18.6%	22.0%
55-64	15.3%	14.0%
65 +	10.5%	11.2%

Source: PM Smoker Tracking - 1993

- B&H smokers tend to live in concentrated geographic clusters.
 - Major metropolitan areas

County	% B&H Smokers	% All Smokers
A	53	32
B	20	32
C	9	17
D	9	19

Psychographics:

- B&H smokers tend to be outer-directed.

PM Attitude Segment	Index
Image Conscious	190
Self Conscious	120

Source: PM Attitude Survey - 1991

- B&H smokers smoke B&H because it supports their self image.
 - Successful, discriminating, classy
- B&H smokers crave recognition/acknowledgment of/by others.

Psychographics - con't.

- B&H smokers tend to be socially active and enjoy their urban lifestyles.
- B&H smokers are upscale, aspirational and are given to personal indulgences.
- B&H smokers appreciate a premium value, but are not overly concerned with status symbols. However, they do prefer branded items because it reassures them of inherent value and higher quality.

Source: PM Attitude Survey - 1991

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Planned Activity Matrix

Please detail two recommended events in each of the listed key markets in which the "The Best Seat in the House" program could be expanded.

	Suggested Event #1	Timing	Size of Audience	Suggested Event #2	Timing	Size of Audience
Miami						
Houston						
Tampa						
Chicago						
Dallas / Fort Worth						
St. Louis						
New Orleans						
San Antonio						
Orlando						
Washington D.C.						
Jacksonville						
New York						
Baltimore						
Atlanta						
Albuquerque						
Philadelphia						

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